

Marketing Tip: Let's Talk About Distracted Driving Awareness Month



What we've heard: Every day, [distracted driving](#) kills approximately nine people and injures more than 1,000. To increase the awareness and decrease the danger, April has been named Distracted Driving Awareness Month.

How we help: While it's especially prevalent this month, distracted driving is a topic we talk about year-round. We're constantly putting out content for our policyholders, and now more than ever, we encourage agents to utilize it to help get the word out.

For your convenience, we've developed a social media content calendar you can use this month to stream content straight to your channels and position your agency as an industry expert.

To get started, [click here to download](#) the calendar below.



Here are the visuals and blog posts you can view, right-click to save or copy and then post on the days mapped out on the calendar:

- Visual: [Friendly Tip from Frankenmuth Insurance](#)
- Visual: [Text Message – Distracted Driving Fact](#)
- Visual: [Frankly Speaking](#)
- Visual: [Ask the Experts – Driving Tips](#)

Simply copy any of the blog links below to share:

- [8 ways to avoid distracted driving.](#)
- [Types of distracted driving.](#)
- [Commercial driving: How to protect your company, your crew and your cars.](#)
- [19 safety tips for your teen driver.](#)
- [How to be a better passenger.](#)
- [The Safe Driving Agreement \(Printable\)](#)

Your key takeaway: We know social media sometimes takes a backseat because you're busy building your business. However, by sharing content that's already been created during Distracted Driving Awareness Month, you can help raise awareness about this terrible danger and boost your social media presence with just a few easy steps.